START YOUR BUSINESS @BFH

BUSINESS CONCEPT
GET THE STARTUP TOOLBOX

INNOSUISSE MODULE 2

Schweizerische Eidgenossenschaft
Confédération suisse
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Swiss Confederation

Innosuisse – Swiss Innovation Agency

SWITZERLAND INNOVATION
PARK BIEL/BIENNE

Bern University of Applied Sciences

Are you interested in entrepreneurship or do you already have an innovative business idea? Could you imagine starting your own company someday?

Apply for the free Business Concept Course!

In the Business Concept module you will learn the essentials for being successful in knowledge- and technology-oriented entrepreneurship.

Moreover, you will:

- **sharpen and train your entrepreneurial thinking**
- **experience an exciting journey transforming an idea into a business concept**
- **gain theoretical and practical competencies to master future leadership positions in a startup or succeed in founding your own company.**

Contact

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www.bfh.ch/ti/entrepreneurship

Duration

Bootcamp on Saturday, 9.10.2021, 9.30–16.00 pm
Evening classes on Wednesdays, 13.10.–22.12.2021, 5.30–9.30 pm

Language

Spoken language mainly in German, materials and handouts in English

Location

Bootcamp, 9.10.2021: Bern (location to be announced)
Weekly course evenings: SIPBB, **Biel/Bienne** (www.sipbb.ch)
(or as interactive webinars, depending on the coronavirus situation)

Participants

Students, alumni, lecturers and staff of Universities and Universities of Applied Sciences
(The number of participants is limited.)

Costs

None

Registration

Please register until 5.10.2021 at:
www.entrepreneurship-training.ch/biel

«NOTHING IS MORE POWERFUL THAN AN IDEA WHOSE TIME HAS COME.»

Victor Hugo

COURSE PROGRAM

Unit	Date	Topics
1	09.10.2021	Bootcamp
2	13.10.2021	Entrepreneurial Thinking
3	27.10.2021	Developing a Viable Business Concept
4	03.11.2021	Business Relations with Customers, Marketing
5	10.11.2021	Building a Strong Team
6	17.11.2021	Financial Planning for Startup Companies
7	24.11.2021	Financing a Startup Company
8	01.12.2021	Protecting Your Innovation (IP)
9	08.12.2021	How to Pitch a Business Idea
10	15.12.2021	The Startup Ecosystem
11	22.12.2021	Project Presentations, Closing Event

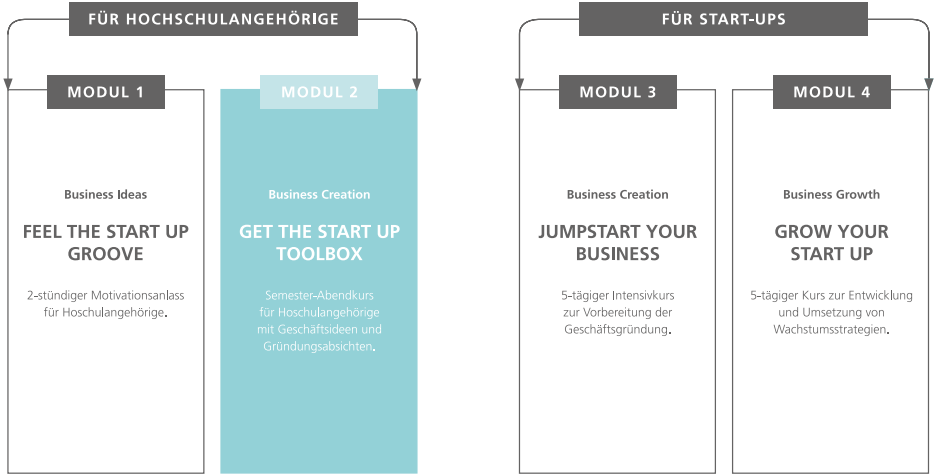
This practically-oriented training in entrepreneurship provides you with an overview of the most vital skills and success factors which are crucial for the realization of a new business idea. You will be given insight into the world of entrepreneurs and company founders by experienced experts, successful entrepreneurs and insiders from the startup scene.

You will pick up the basics by participating in interactive sessions and workshops. Furthermore, you will receive invaluable inputs and handy hints on how to purposefully and successfully master the demanding and rocky road to founding a business.

You will develop the skills you have acquired in a small group project and work out a business case which you will eventually present to the other course participants.

This training helps you develop your ability to recognize and address both promising business ideas and risks which your business venture entails. Furthermore, you are encouraged to accept future entrepreneurial challenges!

From the idea to a successful company



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Università della Svizzera italiana

START-UP Centro Promozione

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CRED
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